

of the depot as part of the new Centennial Plaza at Castro Street and Evelyn Avenue.

On November 7, 2002, Mountain View marks its Centennial, celebrating 100 years since the City's incorporation. On that date in 1902, the 611 residents of the town, located 35 miles south of San Francisco and 10 miles north of San Jose, voted to incorporate under State law. Since that time, Mountain View has grown into a modern and dynamic metropolitan area in the heart of the Silicon Valley.

In this special Centennial Section of The View, we celebrate out City's history by taking you on a tour of the people and events that helped shape our past and provide the foundation for our present and future.

#### **Welcome to Mountain View**

Nestled between the Santa Cruz Mountains and San Francisco Bay, Mountain View began as a stagecoach stop along El Camino Real in 1850. Today, Mountain View is a vibrant and diverse community of approximately 70,000 people, and home to some of the best-known high tech companies in the world.

As Mountain View enters its second century, the City is committed to developing and improving City facilities, providing exceptional programs and services for our diverse population, and finding new and innovative ways to deliver City services. These efforts will help ensure the City's future is built on a solid foundation that will continue to serve the community well for Mountain View's next 100 years and beyond.

### **Looking Back...**

Like most Bay Area cities, the history of Mountain View begins with the Ohlone and the early influences of Spanish and Mexican settlers. It also reflects the creative and ambitious character of the first Americans to arrive in the area, many of whom came to California in search of gold, and stayed on to build successful businesses. Finally, Mountain View's history since incorporation is a story of phenomenal change, affecting everything from the size of the population, to the nature of the economy and the function of the City government.

This special Centennial Issue celebrates our remarkable history as a way of saying, Happy 100th Birthday, Mountain View!

### **2002 Centennial Events**

The City is celebrating Mountain View's Centennial throughout 2002 with four major community events. More than 3,000 people kicked off the year-long Centennial celebration with a New Year's Eve party at Civic Center Plaza last December 31.

On March 10, 4,000 children and adults gathered in Shoreline Park to fly specially-made Centennial kites, eat cookies and enjoy entertainment. On June 30, thousands of residents joined friends and neighbors for a Centennial Ice Cream Social at Cuesta Park, featuring music, dancing and entertainment.

# Final Community Centennial event planned for November 7:

On November 7, the City will mark its actual birthday with the dedication of Centennial Plaza at the corner of Castro Street and Evelyn Avenue that will include a cake-cutting and other activities.





At the turn of the last century, Mountain View High School offered sports for both girls and boys. This is the 1904 girls' basketball team.

# THE ORIGINAL SETTLERS

Early chroniclers of the Santa Clara Valley were struck by the temperate climate and lush landscape and called it the Valley of Heart's Delight. The very first settlers to the area, who archeologists believe probably originated in Siberia and walked across a land bridge that extended over the Bering Sea, must have found Mountain View inviting, too.

The Ohlone, as we now call them, lived in small villages of about 250 people scattered throughout the Bay Area. Archeological research, including evidence of an Ohlone village near Central Expressway and Rengstorff Avenue, indicates that these original settlers may have lived in the area for as long as 10,000 years. There appears to be little evidence of war or famine. They fished in the marsh near the Bay, gathered berries in the hills and hunted in the grassland. At one time, the wildlife in the Mountain View area included bears, deer, elk, foxes, beavers and a large variety of birds.

In his book, The Ohlone Way, California historian Malcolm Margolin points out that the culture of the area's first settlers placed a high value on moderation, preservation and the environment. They lived in an unchanging world, he writes, a world they knew so intimately that even individual rocks, trees and clumps of bushes had names.

# The Arrival of Spain and Mexico

Spanish explorers arrived in the Santa Clara Valley in the 1700s. They included both adventurers looking for undiscovered riches and Catholic clerics. They claimed the land for Spain and Father Tomas de la Peña established the Santa Clara Mission, with land holdings that included present-day Mountain View.

In 1821, Mexico declared its independence from Spain and a California Assembly was created, declaring its allegiance to Mexico. The Assembly issued a series of directives designed to put the mission land into secular hands. New laws were passed by the Mexican government in order to provide Mexican land grants to loyalists living in the area. The order to break up the considerable land holdings of Mission Santa Clara came in 1834. The large ranchos that resulted from the break-up set the stage for much of the area's future development, and the names of the families from that period are still part of the present-day landscape.

### **Where the Stage Coach Stops**

Mountain View's modern history begins with Mariano Castro, who was born in San Francisco. Castro received title to mission land that included both Mountain View and Sunnyvale. He quickly took up residence and established himself as both a cattle rancher and a local activist. He called his land Rancho Pastoria de las Borregas. This land grant would become the setting for a new town, and the Castro family would play an important role in its development.



Castro Family: Crisanto Castro, whose family owned the Mexican land grant title to most of present day Mountain View, helped lay out downtown and named the streets after family members.

Within 20 years, however, Mexico's title to the area was challenged by the United States government when it decided to annex California in the mid- 1840s. The Mexican War followed, and in 1850 California became a state. Another Santa Clara Valley settlement called San Jose became the new capital. The thriving port of San Francisco to the north and the new State Capital to the south were connected by two main roads, both of which ran through Mariano Castro's land. Lower Road, now Bayshore Freeway, often flood-

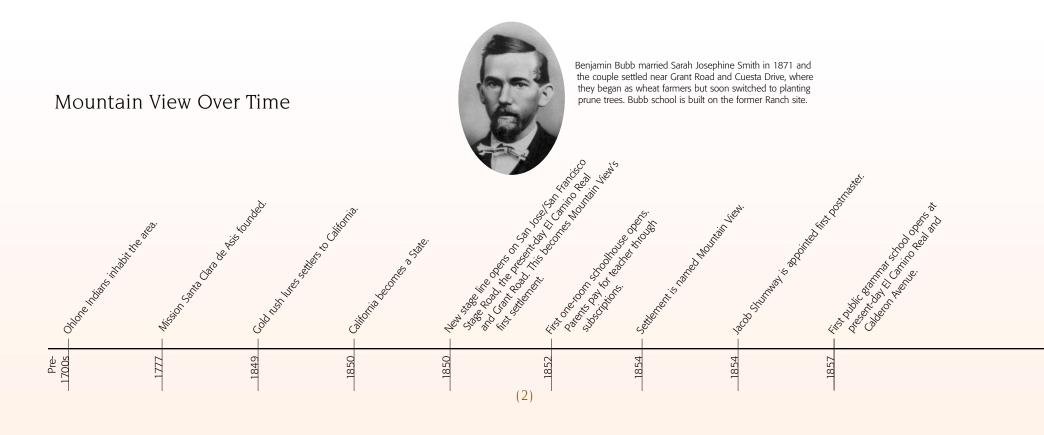
ed, so the upper road, or El Camino Real, became the main thoroughfare.

In 1850, stage coach serv-

ice was originated along El Camino Real, with a stage coach stop near Grant Road. This rural intersection soon became the focal point for new commerce and the little town of Mountain View was born. It wasn't long before a general store sprouted up near the stage coach stop. The manager of the store was Jacob Shumway, who reportedly stood in the doorway one morning, looked out toward the hills to the west and gave the settlement its new name.

Another general store soon joined the first, then a blacksmith shop appeared, followed by a hotel, saloon and barn. By 1854, the little community was growing so fast that Mariano Castro and Frank Sleeper began laying out parcels of land along both sides of El Camino.

The railroad arrived ten years later, built on land donated by the Castro family in exchange for a flag stop close to the family home near what is now Rengstorff Avenue. Another local rancher named S.O. Houghton was anxious to see his land developed, too. He quickly donated property near Castro Street and Evelyn Avenue for another train stop. The arrival of the railroad, which was nearly a mile from the original settlement on Grant Road and El Camino, began to shift the focus of the growing community, as businesses began springing up along the tracks. Houghton and the Castro family soon took advantage of the shift by laying out a street system and plots along Castro Street. This collaboration would eventually result in the development of Mountain View's downtown. Castro Street, Mercy Street, Calderon Avenue and Crisanto Street are all named for members of the Castro family.



### THERE IS NOT A MORE DELIGHTFUL PLACE TO LIVE

Looking south from Evelyn Avenue (then Front Street) in 1908.



The Dale family cutting apricots. Elizabeth and Edward Dale purchased 190 acres near Stevens Creek and El Camino Real sometime after 1850 and opened one of the first fruit markets between San Jose and San Francisco on El Camino Real in 1903.

In the September 14, 1906 issue of the Mountain View Register, the editors reminded readers that the Southern Pacific Railway would soon be initiating 45-minute train service into San Francisco. The City of Mountain View, they argued, was the perfect new suburban town.

"We, the residents of Mountain View, know that there is not a more delightful place to live in the state. The climate is superb; we are not troubled with fog; have a beautiful view of the mountains; the air is clear, bracing and health giving; (and we have) the desired rest and quiet which the business man craves after the hot and dusty day in the city. We also furnish all that can be desired for his family—well equipped stores which will supply the daily wants, delivering them to (the) door. This is an ideal place to bring up a family."

### **A Wave of New Americans**

The final decades of the 1800s brought new immigrants from Europe who began to introduce orchards and vineyards to the Mountain View area. Among the new arrivals was Henry Rengstorff, a young German farmer. The newcomer accumulated hundreds of acres of prime land in the little town. Ambitious and foresighted, he also created a boat landing along the Bay where farmers could bring their crops for shipment. Rengstorff Landing, located in the presentday Shoreline Park, became one of the busiest ports in the State.

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MOUNTAIN VIEW CAL

The discovery of gold in California also brought a flood of Americans from the east. Those who failed to strike it rich often stayed, looking for another way to make their fortune. A young adventurer named Charles Morse wandered into Mountain View one day in the 1870s. He found work as a house painter, and began saving his money until he could buy a 100-acre seed farm. His new venture flourished and ultimately became Ferry-Morse Seeds. The testing, milling and sorting facility Morse built harvested seeds from more than 40,000 acres throughout California.

From its beginning, Mountain View was populated by diverse ethnic groups. They included the early Spanish and Mexican ranchers like the Castro family, the newly arrived European immigrants like Rengstorff, the Chinese settlers who had originally arrived to work on the railroad, and a host of Americans like Charles Morse who came west in search of gold, land and a new future.



The Mountain View Grammar School 3rd grade class of 1916 pose with their teacher Martha Job in front of

Few of the original Ohlone became part of the new community, however, with at least one notable exception. Lope Ynigo, an Ohlone Chief, who had been an active part of mission life in the Valley, applied to the Mexican government for land in 1844. He was granted a 1,700-acre farm. It was located at the south end of San Francisco Bay. Nearly a century later, it would become Moffett Field.

So, the little town made its way into the 20th century. It was growing and prospering, and very much in need of a local government structure.



Fruit drying and sorting on the Larson Ranch. Harvey Larson arrived in Mountain View in 1904 and owned an orchard near present-day Highway 101.



The Bank of Mountain View opened in 1900 and was the City's first bank. The Farmer's and Merchant's Bank opened five years later.

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# FROM SMALL TOWN TO CHARTER CITY: THE FIRST SIXTY YEARS

# Mountain View Grows Up

On November 7, 1902, there were 611 residents living in the little town sprouting up along Castro Street near the Southern Pacific rails. That day, they voted to incorporate as the City of Mountain View. The date not only marked the introduction of modern government, but the advent of a century of astounding change.

The new City of Mountain View was ambitious. Within eight years of incorporation, the fledgling government had scraped and graveled the main streets and installed concrete gutters and curbs along the first two blocks of Castro. In addition, the first town hall was completed and included a jail,

and a new library with a collection donated by the Woman's Club.

The City's newspaper, the Mountain View Register-Leader, founded in 1888, touted the newly incorporated City's virtues. Among them were electric lights, a water system, a \$10,000 high school, and rural mail delivery.

Four years later, the editors showed both their civic self-confidence and a premonition of things to come when they explained why people ought to move to the City. "The opportunities for moneymaking are unsurpassed anywhere in the known world," they wrote, "and the climax of development has not yet been reached."

During the next three decades, the City and the economy continued to expand. Livery stables gave way to automobile garages. Dry good stores gave way to specialty shops. Agriculture flourished and Mountain View became home to a box factory, several canneries and a pickle factory located on Villa and Franklin Streets. The Pacific Press, which printed much of the material used by the Seventh Day Adventist Church, also made its home in Mountain View.



Mountain View's first fire engine was a 1917 Model T Ford built by the Redwine Company of Mountain View.



An aerial view of Mountain View taken in 1909. Pacific Press Publishing Company is to the right.

### **A New Civic-Mindedness**

The role of the City government throughout the first half of the 20th century was largely devoted to the development of local laws and the provision of municipal services. In the ten years between 1922 and 1932, the City initiated garbage service, encouraged the construction of two major department stores downtown, purchased land for Pioneer Park at Castro and California Streets and began laying out plot maps for the development of new housing.

At the same time, Mountain View leaders were keenly aware of the possibilities for growth in the larger Bay Area. Along with other municipalities, Mountain View was interested in bringing a federal military facility to the South Bay. In the early 1930s, a group of local citizens organized to raise nearly a half million dollars to purchase the land that had once belonged to Ohlone Chief Lope Ynigo for the development of Moffett Field.

The San Jose Mercury Herald trumpeted the potential benefits of the new naval air station with uncanny accuracy when the editors predicted that "industries allied to aviation will spring up like mushrooms" and that "San Jose and the bay region are on the threshold of the most glorious era of prosperity in their history."

Even in 1933, it turned out, the Santa Clara Valley was on the cutting edge of ideas. The reason the Navy wanted an airbase at Moffett was to house the U.S.S. Macon, a \$2.5 million, state-of-the-art, steel-framed airship. The dirigible was so massive that it carried five fighter planes in its belly. Each of the little Sparrowhawks could be released and then retrieved by a trapeze harness while the airship was in flight. The 785-ft. giant was housed in the mountainous Hangar One at Moffett Field and was used to provide long-range reconnaissance for the Pacific Fleet.

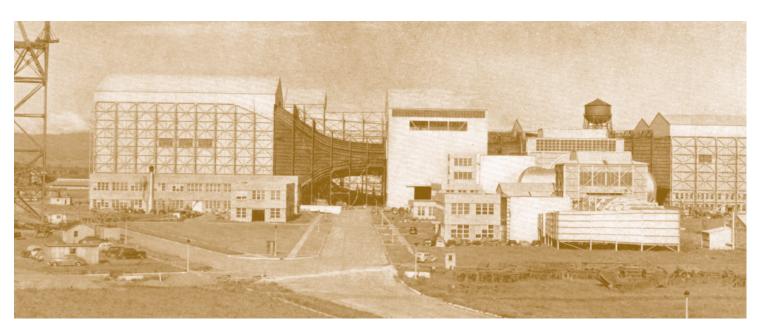




The City of Mountain View incorporated in 1902 and built a new City Hall in 1909.

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In 1944 the National Advisory Committee for Aeronautics, a predecessor of the National Aeronautics and Space Administration, built a 40 by 80-foot wind tunnel for testing at Moffett Field.



The Macon flew in and out of Moffett for only 16 months before it crashed off the coast of Monterey. But the airship had established the Navy's presence in the Bay Area, and a new demand for scientific research and development. The next wave of change was about to wash over the Valley of Heart's Delight, transforming it into the Silicon Valley.

# **The Technology Revolution**

Nothing has done more to change the landscape and speed the development of Mountain View than the transition from farming to technology. The arrival of the naval facility at Moffett Field in the 1930s and the growth of military-related industries during World War II helped set the stage for the country's growing interest in science and technology. In 1940, the Federal government established the Ames Laboratory near Moffett Field. With a major government research facility and several major universities within miles of the City, it's not surprising that Mountain View soon became the birth place of new technologies and home to some of the most significant American companies of the 20th Century.



The Naval Air Station at Moffett Field was originally built in 1933 to house the USS Macon, a 785-foot dirigible. The airship crashed off the coast of Monterey in 1935

Part of Mountain View's reputation as a center of Silicon Valley can be traced back to William Shockley, a Stanford professor, who in 1955 chose to open his new business at 391 San Antonio Road. Shockley Semiconductor Laboratory was the first silicon device research and manufacturing company in what was to become Silicon Valley. One year later, Shockley was awarded the Nobel Prize for Physics and claimed the title 'Father of the Transistor.' Shockley had more than a genius for invention, however, he also had a knack for hiring smart, young engineers. By 1957, eight of his employees resigned to form their own semiconductor company. They called their new venture Fairchild Semiconductor and wasted no time in patenting the integrated circuit.

By the 1950s and 60s, the economic bet civic leaders had made on Moffett Field was beginning to pay off. Industries allied not only to aviation, but to computers, communications and the military were, indeed, beginning to spring up like mushrooms. GTE, a manufacturer of electronic defense systems was one of the first to arrive in Mountain View. It was soon followed by Rheem Semiconductor, Raytheon Company, Spectraphysics, Accurex and Hewlett Packard.

The arrival of so many jobs spurred both economic and population growth. In less than 80 years, the little stage coach stop with a population of 611 ballooned to a City of 55,000 people. Between 1950 and 1965, 250 new people were moving to Mountain View each month.

Change was inevitable and rapid. Mountain View's orchards began to disappear, replaced by research and manufacturing plants, shopping malls and housing. Farmland was transformed into subdivisions and apartments. It wasn't long before civic leaders realized they needed more authority to determine how the City would be run. In 1951, the City Council authorized a vote to change from a General Law City to a Charter City. The new charter gave City officials more local power and flexibility. From now on, Mountain View could make and enforce all ordinances and regulations regarding municipal affairs.



The Ferry-Morse Seed Company was founded by Charles Morse who moved to Mountain View in the 1870s and worked as a house painter until he had saved enough money to by a seed farm. The western offices and processing plant for the company were located on Whisman Road from 1951-1985.



Born in 1781, Lope Inigo was an Ohlone Chief who was one of the only native Americans in the Santa Clara Valley to receive a Mexican Land Grant, His ranch was called Posolmi and later became Moffett Field.

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# COMING OF AGE IN THE SILICON VALLEY: THE LAST FORTY YEARS

# **Meeting the Demands of Growth**

The new Charter City had its work cut out for it. Besides managing the issues related to new commercial and residential development, Mountain View was faced with increasing demands for City services and new facilities. During the early 60s, Mountain View needed a new, bigger City Hall and moved into the Presbyterian Church at 500 Castro. The City also constructed its first public library building in 1962. And by the end of the 60s, the City had four fire stations.

By this time, City residents also wanted more services. In 1964, the City began work on its first large City park, developed on land once owned by Henry Rengstorff. When the new Rengstorff Park was completed, it included a community center, swimming pool, tennis courts, and picnic areas.

### **Creating A Regional Park**

One of the most original and farsighted decisions the City Council made during this period of expansion came in 1968. That year, the Council authorized the purchase of 544 acres of land along the Bay that included a junkyard, a hog farm and a sanitary treatment plant. The City's dream was to turn the entire area into a huge park, far bigger than anything Mountain View had ever created before. The problem was that the land kept flooding and the only way to make it usable was to raise it by 15 feet. In a bit of serendipity, San Francisco was looking for a place to dump its refuse. After much discussion, City leaders calculated that the garbage might work as a filler and that they could use the dumping fees to help pay for the unprecedented project they had in mind.

It would take more than fifteen years to see if the Council's idea would work, but when the new Shoreline Park opened in 1986, it astounded everyone, including the Councilmembers. "... it's been successful beyond our wildest dreams," one Councilmember told reporters. Today, the Park boasts a 50-acre sailing lake, a wildlife sanctuary, hiking trails, and an 18-hole golf course. It is also home to the Henry Rengstorff House, a classic Victorian Italianate building originally constructed in 1867 and restored by the City during the 1980s.



Shoreline Park features a sailing lake where many residents enjoy sailing and wind surfing.



Mountain View's Civic Center Plaza includes City Hall and the Center for the Performing Arts.

### **Plans for a New Civic Center**

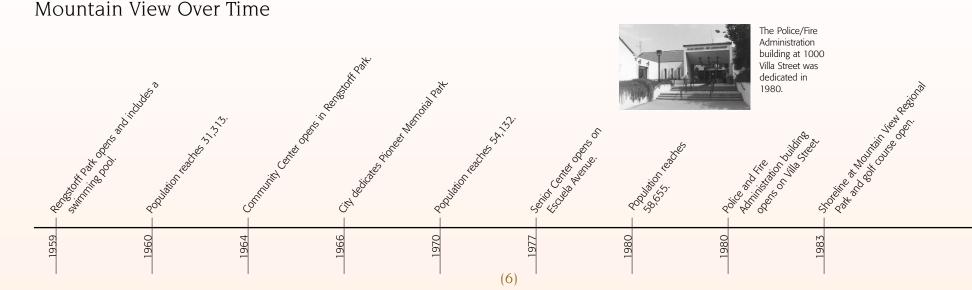
In many ways, Mountain View has spent the last thirty years of the 20th Century in the forefront of business and urban development. As the tech economy continued to grow, the new digital revolution brought companies like Sun Microsystems, Silicon Graphics, Netscape and Microsoft to the City.

Because the population of Mountain View had substantially stabilized, community leaders discovered they could now spend time developing the City's infrastructure, improving services, and planning for the future. The 1980s and 90s provided an opportunity for officials to revitalize the downtown. The first step in the process was a partnership between local business and the City to update and enhance the look of Castro Street, including improvements to buildings, sidewalks, parking areas and provisions for outdoor cafes. The improvements brought new life to the center of the City and laid the ground work for a series of transit improvements, including the introduction of light rail to the City. The revitalization of downtown also set the stage for the construction of new municipal buildings, including a new civic center.

The first major City facility constructed during this era was the Police/Fire Administration Building, dedicated in 1980. The inviting design and park-like surroundings helped set the standard for what was to come. By the mid-1980s, the City government had outgrown City Hall and the Council began making plans for a new facility that would not only house City government, but become a central focus of the community.

The new Civic Center was dedicated in 1991. It includes a City Hall that houses the Council Chambers, City offices and spaces for public meetings and events. And just across the Civic Center Plaza is the Center for the Performing Arts, featuring a 625-seat mainstage, a smaller second stage and an outdoor stage. Both buildings are adjacent to Pioneer Park, built on land that was originally donated by the Castro family.

Six years later, the City added a new, state-of-the-art Library building to the complex. Twice the size of the former Library building, the new 60,000-sq. ft. Mountain View Public Library offers patrons an outstanding collection of books, a technology room with internet access, reading rooms with fire places, conference rooms, a community room and the Mountain View History Center.





Mountain View celebrated the inauguration of light rail service in the City on December 17, 1999. The City has five light rail stations.

### **Modern Hometown**

Today, the City of Mountain View is focused on meeting the challenges of modern life in the Silicon Valley as well as making the most of present-day opportunities. The City is also continuing its ongoing commitment to meeting the needs of a vibrant and diverse community. Current initiatives by the City reflect Mountain View's strategy of building on the strong traditions of its past while looking for new and innovative ways to improve for the future.

#### Here are just a few of the City's recent accomplishments:

- Youth Programs. Mountain View offers a wide range of youth programs including recreation programs, a teen center and a variety of after-school programs. In addition, the City established youth advisory groups to work with the City on the development of new programs for young people.
- Senior Programs. The Mountain View Senior Center provides free health, education and recreation programs to Mountain View residents.
- Community Outreach Program. Specially-trained outreach workers provide information about City programs and services in several different languages.
- Parks and Open Space. In recent years, the City has increased the land devoted to parks and open space through projects ranging from the creation of neighborhood mini-parks to the continued development of the Stevens Creek Trail, a bike and pedestrian trail running from the Bay to the mountains. The City has helped pioneer the concept of shared park space through award-winning projects like Charleston Park, built in conjunction with a local high tech company.
- Online Permitting. The new e-permit system allows homeowners and contractors to obtain building permits 24 hours- a-day via the internet.
- Light Trail and the Downtown Transit Center. Mountain View is now part of the countywide Light Rail system and has a intermodal transit center that brings together cars, buses, bikes, pedestrians, and light and heavy rail systems

- Transit-Oriented Development. City planners have drawn national attention with award-winning transit-oriented developments that use innovative design concepts to concentrate housing and jobs near mass transit.
- **Affordable Housing**. The City continues to develop initiatives to meet modern housing needs including a Below Market Rate housing program, a Studio Efficiency Housing project, and the rehabilitation of housing stock.
- **Community Oriented Policing**. The Police Department has instituted a highly successful policing philosophy that develops partnerships with community members and organizations to address local concerns and prevent crime.
- Paramedic Program. In an effort to improve emergency medical services, the Fire Department ensures that a paramedictrained firefighter is on duty at each of the City's five fire stations 24 hours-a-day, seven days-a-week.

### **One Hundred and Counting**

In the years before incorporation, and the hundred years since, the Valley of Heart's Delight has provided those who settled here with an abundance of opportunity and a promising future. The Mountain View Centennial salutes the achievements of all those-past and presentwho have contributed to the development of our City and celebrates the history of our hometown. Happy Birthday, Mountain View!



The San Antonio Train Station was built as part of a transit-oriented housing development intended to give residents easy access to mass transit



As part of the City's downtown revitalization efforts, new sidewalks, street lamps, and outdoor eating areas were added to Castro Street.



1990

Henry Rengstorff built this house in 1867 on Stierllin Road. The City purchased the home in 1979, moved it to Shoreline Park and restored it during the 1980s. The house is currently open for tours and events.

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### **Pictures of Our Past...**

The photos appearing in this special Centennial Section of *The View* are from the Mountain View History Center collection. You may view these photos and many others online at the Library's website at http://library.ci.mtnview.ca.us

Originals of the photos are available at the History Center, located in the Mountain View Library at 585 Franklin Street.

A special thanks to Carol Fischer, History Center Librarian, for her help providing the photos used here.



Mountain View Band had its own band in 1914 to help with community celebrations.

# Want to know more?

You can find out more about Mountain View's history in the following resources available at the Mountain View History Center, located in the Mountain View Library, 585 Franklin Street: Pastoral Days of Mountain View by DeWitt E. Hogle; Old Mountain View: 1850-1880, published by the Mountain View Historical Society; Now and Then: Exploring Mountain View's Architectural Heritage, prepared by the City of Mountain View Planning Department, 1979; Sunshine, Fruit and Flowers, published by the San Jose Mercury, 1895; Milestone: The History of Mountain View, published by the Mountain View Historical Society, 2002.

San Antonio Road.

# **Sixty-five Years Ago in Mountain View...**

- Blanco's Mountain View Theatre was showing The Last Train from Madrid with Dorothy Lamour and Lew Aryres. Cost? 25 cents.
- Dale's Pioneer Fruit Market on Highway 101 was selling peaches at 2 cents per pound in box lots—you bring the box.
- Southern Pacific rates for a round trip to Los Angeles via the air-conditioned train were \$14 for a chair care and \$17.50 for a Pullman.
- Forty-six homes were built and occupied in Palmita Park, at Loreto and Valarde Streets. Minton Lumber Company had thirty-two additional sites; ready for building. A house and lot cost \$4500 and could be bought for \$450 down with \$40-a month payments.
- Baby chicks were hatched every Tuesday in the electric incubator at Bestway Poultry Company on Front Street (Evelyn Avenue) and Bush Street.
- The Mountain View Townsend Club sponsored a Saturday night dance in the Masonic Temple with music by the Southwood Hill Billies.

Compiled by Barbara Kinchen from the Mountain View Register-Leader



Castro Street looking east in 1936.

# **City Council**

Mayor: Sally Lieber

Vice-Mayor: R. Michael Kasperzak, Jr. Councilmembers Ralph Faravelli Matt Pear Rosemary Stasek Mary Lou Zoglin

City Manager Kevin C. Duggan City Manager's Office P.O. Box 7540 Mountain View, CA 94039 (650) 903-6301

The Centennial Report Nancy Hersage, Editor Nancy Siller Wilson, Designer

### **Mission Statement**

The City of Mountain View provides quality services and facilities that meet the needs of a caring and diverse community in a financially responsible manner.

**View** 

The City of

**Mountain**